



WOOL & WOOLLENS EXPORT PROMOTION COUNCIL (MINISTRY OF TEXTILES, GOVT. OF INDIA)

No. ITALY/AM/.3/C-6/2024/

19th April, 2024

Greetings from WWEPC!

Dear Member,

We are pleased to inform that WWEPC is organizing India Pavilion at **HOMI FASHION & JEWELS, Fiera Milano RHO, Milan, Italy** to be held from **14th to 17th September, 2024** under Market Access Initiative (MAI) Scheme.

Italy, as a major importer of woollen products, garments, and textiles, offers substantial potential for India in the fashion and textiles sector. With a rich tradition in fashion and textiles, Italy presents a lucrative market for high-quality products from India.

Event Details:

HOMI FASHION & JEWELS is an exhibition dedicated to showcasing the latest trends in apparel, fashion accessories, costume jewellery, and jewels. It provides a versatile space where craftsmanship and style converge to showcase original proposals, unexpected combinations, and innovative ideas. In Milan, this is the only event exclusively dedicated to apparels, accessories, and jewellery. HOMI represents a significant project, synonymous with new opportunities for collaboration and business. In the last edition held in September 2023, approximately 800 exhibitors and 16,000 professional visitors attend the exhibition. Side events such as Fashion Catwalk, Photo Shooting, Masterclass ELLE Talk, and Webinars also take place during HOMI. For more information, please visit <https://www.homifashionjewels.com/>

Visitor Profile:

The event is expected to attract a diverse range of visitors including clothing stores, fashion accessory stores, retailers, boutiques, chain stores, department stores, online retailers, distributors, wholesalers, designers, craftsmen, producers, agents, and gift stores.

PARTICIPATION CHARGES UNDER MAI SCHEME	
9 SQM Standard Booth	12 SQM Standard Booth
Rs. 1,40,000/-	Rs. 1,90,000/-
Wooden Walls H300 cm, Storage 100x100 cm with lockable door (optional), Carpet, 1 White laminated desk with shelf (200x50xH100cm), 1 Square Table (80x80xH73cm), 2 Chairs, 3 tube structure, 1 Wastepaper Basket, 1 Coat Hanger, 2 Spotlights 150 W cold light (hot light on request), 1 Multiple Socket, Company name on forex 150x30 cm	Wooden Walls H300 cm, Storage 100x100 cm with lockable door (optional), Carpet, 2 White laminated desk with shelf (200x50xH100cm), 1 Square Table (80x80xH73cm), 3 Chairs, 3 tube structure, 1 Wastepaper Basket, 1 Coat Hanger, 3 Spotlights 150 W cold light (hot light on request), 1 Multiple Socket, Company name on forex 150x30 cm
Additional Charges	Rs. 6,500/- Extra for Non-Member

Delhi: 614, Indra Prakash, 21, Barakhamba Road, New Delhi-110001, India - Tel: +91-11-23315512, 23315205, 49538200
Email: headoffice@wwpcindia.com/wwpc64@yahoo.com/info@wwpcindia.com

Website: <http://www.wwpcindia.com>

Regional Offices:

Ludhiana: F-497, Shaheed Bhagat Singh Nagar, Ludhiana-141013, Punjab, India - Tel: +91-161-2430842, 2560068

Email: wwpcindia@yahoo.com / ludhiana@wwpcindia.com

Mumbai: "Churchgate Chambers" 5, New Marine Lines, Mumbai-400020, Maharashtra, India- Tel: +91-22-22624680

Email: wwpcmumbai@yahoo.co.in / mumbai@wwpcindia.com



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Visa: WWEPC will provide visa recommendation letters to participants (limited to two persons per company with extensive travel history).

Reimbursement of Airfare (Economy Class) under MAI Scheme

- As per MAI Guidelines, the Partner/Director/Proprietor/Regular Officer on Senior Managerial Position of the participating firm/co. (with exports FOB value between Rs.50 lakhs to Rs. 50 Crores in the preceding financial year) is eligible for reimbursement of actual airfare (economy class) up to a maximum ceiling of Rs. 90,000/-.
- Participating companies must have completed 12 months membership with EPC/FIEO.
- As per MAI guidelines, a company/firm can avail subsidy for a maximum of three MAI events in the same financial year either from FIEO/any EPC/grantee organizations and up to a maximum of three times (including past cases) for a particular event.
- Claim forms duly filled and complete in all respects must be submitted to the EPC within 45 days of return to India.

To confirm your participation, please transfer the full payment and submit the duly filled Registration Form along with the payment confirmation **latest by 31st May, 2024**. Please note that stall allocation will be done on a first-come-first-served basis upon receipt of the full participation fee. WWEPC reserves the right to select participants. Bank Details for Payment through RTGS/NEFT:

Name	WOOL & WOOLLENS EXPORT PROMOTION COUNCIL		
Account No.	4821000100001243		
Account Type	SAVING ACCOUNT	IFSC Code	PUNB0112000
Bank & Branch	PUNJAB NATIONAL BANK, 26A, K.G. MARG, ECE HOUSE, CONNAUGHT PLACE, NEW DELHI.		

For participation/queries, you may contact at: +91-11-49538200, 7011107262, 9888219118, 9971614063

With kind regards,

**SURESH THAKUR
EXECUTIVE DIRECTOR**

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